



Sales		Retail	
1221	12	1222	26
1222		1223	21, 22
1223	3, 6	1224	
1224		1225	
1225		1226	RC
1226		1229	MC
1229		1240	SC
1240		1244	PA
			FSM
			FBM

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March 30, 1998

NY Metro ROU
 Atlanta ROU
 G. H. Moulton
 J. M. Bothe

Philadelphia ROU
 Winston-Salem ROU
 A. Zecca
 L. L. Forrey

Boston ROU
 Florida ROU
 R. Tanchyk
 D. J. Williams

Buffalo ROU
 Pittsburgh ROU
 E. T. Agner
 D. L. Deese

Subject: Amerada Hess 1998 Cigarette Display Program Memo

Chain ID's: Hess Mart (only) 0353-03-01 through 09 ✓

Attached is a memo sent to all Hess Mart Store Managers outlining the 1998 Cigarette Display Program.

Please note that the memo includes:

- The 1998 Cigarette Strategy
- Complete outline of guidelines and policies
- Permanent display requirements with facings and illustrations for each Manufacturer.
- Signage policies (All cigarette signage must display a retail price).
- Permanent signage policies
- Temporary signage policies
- Local Promotions
- Carton fixture policy

We are currently working on a complete "backbar" setup which will be implemented later in the year. An announcement will be made as soon as possible. To avoid any confusion or misunderstanding all Retail Representatives should have a copy of this memo for use in contacting Hess Mart Locations.

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Please call me if you have any questions

Nick Kuruc

cc: J. Piscitelli
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S. G. Steen
R. L. Rissler
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